

Weren't you going to list the retailers this was going to?

-----Original Message-----

From: Hogan, Tim [mailto:tim.hogan@diageo.com]  
Sent: Thursday, January 22, 2004 1:20 PM  
To: Ensign, Heidi E  
Subject: Guinness Club Pack Posting

Heidi,

Per our conversation this morning, we were under the impression that we were posted with the state liquor board to sell Guinness 30 packs at \$26.39, in all markets (throughout the state). The posting was done specifically for our club store program that runs from now until April as part of our St. Patrick's day programming. Typically this is the biggest selling time of the year for Guinness beer. In the past, we have run this program with very good success, but at a higher price point.

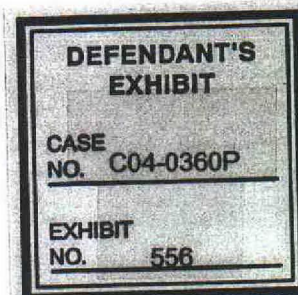
Western Washington Beverage / Alaska Distributing has posted with the state, for both of their licenses at \$26.39. However, our other sub-distributors, who cover the rest of the state, are posted at old prices and failed to post the new price with the state. We completely overlooked this and were under the impression that it was covered. We accept complete responsibility for this oversight. Being relatively new to my position and coming from out of state, I still have a lot to learn concerning postings and double checking our distribution network. The will have a huge impact and adverse affect on our business if we are unable to post with our other distributors.

Because this is such a large program for us and the new price has been communicated to our club buyers, we would like to get an extension for posting with our other sub-distributors. Our distributors and their locations are posted below. If you have any questions, please call me as soon as possible.

Thank you.

Tim Hogan  
Area Manager - Pacific Northwest  
DIAGEO - Guinness USA  
Office: 206-441-1725  
Cell: 916-798-2487

1. Sound Beverage - Bellingham
2. Friendly Distributing - Everett ✓
3. Black Hills - Tumwater ✓
4. B & F Distributing - Wenatchee ✓
5. Mt. Hood - Kennewick ✓
6. ~~Odum Distributing - Spokane~~
7. Olympic Distributing - Port Angeles



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Resp to Costco RFP  
5685

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Dear Wholesaler,

As you are aware by now, we recently got the green light from Costco to get the Guinness 30 pack cans into all of their outlets in the state of Washington. Because of the posting regulations and some last minute changes, we were not able to get this done in time to have each distributor post individually with the state. As a result, until March 1st, we are going to have all of the pallets delivered under the invoice of Western Washington Beverage. Costco will issue WWB the purchase order so you do not have to place the orders.

Most of you are familiar with this process already. All of the paperwork, billing and reimbursements will be handled by Western Washington, your margins will not change as a result of this.

Please contact Western Washington Beverage as soon as possible to coordinate on pickup and delivery this week. Initial orders will be one pallet of product for each location. If you have any questions, please direct them to Joe Pupo at Western Washington Beverage at (206) 622 7311.

Please post the pack with the state for regular sales from March 1st onward. You should have all the relevant information from previous emails.

Thanks for your continued support.

Regards,  
Eoghan O'Leary

Eoghan O'Leary  
Market Development Manager WA/ID/MT  
DIAGEO - Guinness USA  
Phone (206) 675 8430  
Fax (206) 675 8433

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Resp to Costco RFP  
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